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# GLOBAL MEDIA WORLDS AND CHINA

## 媒体视野中的中国与世界

Edited by Qing LUO

主编：罗青



中国传媒大学出版社

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图书在版编目(CIP)数据

Global Media Worlds and China(媒体视野中的中国与世界)/罗青主编.  
—北京:中国传媒大学出版社,2015.7  
ISBN 978-7-5657-1261-6

I. ①媒… II. ①罗… III. ①传播媒介—中国—文集  
IV. ①G219.2-53

中国版本图书馆 CIP 数据核字(2015)第 002283 号

**Global Media Worlds and China**

**媒体视野中的中国与世界**

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主 编 罗 青  
责任编辑 黄松毅  
责任印制 曹 辉  
封面设计 北京正视文化艺术有限责任公司  
出 版 人 王巧林

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出版发行 中国传媒大学出版社  
社 址 北京市朝阳区定福庄东街1号 邮编:100024  
电 话 86-10-65450528 65450532 传真:65779405  
网 址 <http://www.cucp.com.cn>  
经 销 全国新华书店

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印 刷 北京艺堂印刷有限公司  
开 本 787mm×1092mm 1/16  
印 张 15.5  
版 次 2015年7月第1版 2015年7月第1次印刷

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书 号 ISBN 978-7-5657-1261-6/G·1261 定 价 59.00 元

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*With the contribution of Göran Svensson and Lena Rydholm in co – organizing  
the Uppsala MLeague International Symposium,  
and offering valuable suggestions and comments on this issue.*

*In gratitude for Uppsala University and Communication University of China  
as co – sponsors of this issue.*

感谢葛兰·斯文森和莱纳·莱德霍姆  
协助联合组织乌普萨拉传媒高等教育国际论坛，  
及其对本书提出的宝贵建议和评论

感谢乌普萨拉大学和中国传媒大学对本书的联合赞助。

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# Preface

HU Zhengrong, *Professor, Vice President of the Communication University of China, China*

Several years ago, in the belief that education is the most important heritage of humankind with the mission of steering media and communication, a professional aspiration of our Communication University of China (CUC), the visionary International League of Higher Education in Media and Communication, known as the MLeague, was founded here. Established through CUC's amicable ties with global peer institutions keen to share this common responsibility, MLeague has expanded to embrace twenty three countries across the globe and now involves sixty five universities. Based on MLeague's predominant resources, the Faculty of International Media, CUC, known as the ICUC was also founded. It is irrigating both global academia and industry creating a tide that hopefully will flow ever swiftly and strongly.

We are living in an era when communication and education in combination are influencing modern civilization in an increasingly profound way. Intertwined and mutually complementary, both are devoted to the transmission of culture and the creation of civilization with their influence reaching all levels of society. In an increasingly connected and integrated world, they are steadily assuming the duties of national and cultural identity construction and differential national competition. Now is a special moment, with convergence alongside segmentation, with globalization alongside localization, with challenges alongside opportunities, when media and education together both request and offer unprecedented opportunities for more intensive and productive international cooperation.

Few would dispute that the creation and dissemination of knowledge, the training of technical and academic staff and the offering of services to benefit the development of society are executed significantly by university institutions. It is no surprise that MLeague and ICUC has been founded in such circumstances, and initiated by my beloved CUC, the cradle of China's media talents and China's foremost media university with a distinguished reputation in, and an outstanding contribution to, the fields of culture and information communication. A major pragmatic CUC effort is the promotion of the internationalization of higher education on media and communication through MLeague and ICUC. Furthermore, it proposes international collaboration through the sharing of research and teaching resources and institutional influence by means of this strong combination worldwide. Already, in only four-years, MLeague endeavours and accomplishments can be proclaimed and the names of brand projects announced such as the bi-annual MLeague International Symposium and the International Professor Workshop (IPW). National boundaries and East and the West are being bridged on an unprecedented scale.

The *ICUC International Series* is another fundamental academic achievement of

MLeague. It is one of the few book series published in the English language initiated by China, thus takes a significant lead in international media academia with its strong collaboration between Chinese and overseas scholars and with its pioneering interdisciplinary and forward looking research. With China poised to take a more dominant position in global economics and politics, a pressing need of contemporary academia on the one hand, requires domestic academia to consciously undertake the important responsibility of constructing and developing national culture and projecting national soft power, and on the other hand, there is a need for international peers to be aware of China's coming ascendancy: both needs to be achieved by means of academic exchange and cooperation. Therefore, the Series aims both to keep a foothold in China but to possess a global footprint, utilizing the rich resources of the MLeague and ICUC, thus bringing together a world wide global elite to discuss up-to-date research findings, to share exclusive ideas, to improve better understanding and to involve pluralistic voices in consideration of media and communication as an effective medium for promoting international progress. In short, the MLeague and ICUC roles are to carry on the "old" mission to educate but also to build a bridge in order to make possible a "new" connection for cutting-edge studies.

The *ICUC International Series* has been created on the firm foundation of CUC, MLeague and ICUC's impressively remarkable activities. It interacts fully and cooperates fully with distinguished professors and professionals invited through the IPWs, and has adopted an interdisciplinary ethos in order to engage with their advanced theoretical and empirical views in the form of edited books, reviews, translations and monographs. It is represented by a media and communication studies' advance guard involving a wide range of nationalities, while at the same time it has assembled valuable minds from the MLeague network knowledgeable about recent developments in the discipline and keen to disseminate this knowledge to the world. Furthermore, the MLeague and ICUC takes pains to select well-chosen studies to provide cognate and comparative as well as contextualized analyses covering integrative and cross-cultural themes in communication on China from a global perspective in the form of a newly launched high-standard academic journal.

In short, the MLeague and ICUC through its publications, is a united international conduit for the promising young researchers allowing them to seize opportunities to promote communication studies and communication practices in global academia and the media industry, while at the same time it offers established scholars the opportunity to build working networks and exchange peer reviewed knowledge on the widest front in media and communication areas.

The *ICUC International Series* is the substantive academic pioneer of a future, wide and deep cooperation between CUC, MLeague, ICUC and our international peers. By means of the effort and support of our committed partners, the Series, ICUC, and the MLeague, CUC will contribute to the construction of future exceptional and extraordinary education "skyscrapers". My thanks go to all the individuals and institutions involved in the Series project, who bring our efforts to the attention of a global audience, and who share in a notable international achievement. And a special acknowledgement is made to the members of the International Editorial Board. It is always a privilege and a pleasure to be associated with these eminent scholars and professionals.

Media influences the world, and education leads the media. International collaboration will light the way to progress.

# 总序

胡正荣 教授,博士生导师,中国传媒大学副校长

教育是人类最重要的传承,能够引领传媒,影响世界。本着这样的信心与抱负,几年前,中国传媒大学决定发起现在被大家熟知的“传媒高等教育国际联盟”,并依托联盟成立中国传媒大学国际传媒教育学院——ICUC。通过我校与各国同行友好积极的推进,联盟发展迅速,成绩斐然,自成立至今已经延伸至23个国家和地区,已有65所国际知名院校成为了她的盟校。她正以前所未有的国际合作影响着全球传媒学术和产业界,也希望其未来能够掀起传媒高等教育界发展与革新的浪潮。

在当今时代,传媒与教育均对人类社会的发展产生了不可估量的影响。传播文化,缔造文明,传媒对社会的影响力和高等教育对传媒的引导力相互交织、相辅相成,已经渗透到社会组织与社会制度的核心层面。同时,置身于不断加快连结与融合的世界,各国民族和文化认同及差异化竞争的责任也逐渐交予二者。可以说,这是一个关键的时刻,融合与细分共生,全球化与本土化共存,它为传媒与教育的发展带来了机遇和挑战,也号召更多深入的和实质性的国际合作。

越来越多的人认识到高等教育机构之于创造与传播知识,培养学术与技术人才,及为社会发展提供有益服务的重要性。中国传媒大学作为“中国广播电视及传媒人才摇篮”和“信息传播领域知名学府”,为国家的传媒事业以及经济社会发展作出了重要贡献。我校希望通过发起传媒高等教育国际联盟和国际传媒教育学院,来进一步促进传媒高等教育的国际化,并联合世界各国一流传媒高等院校,利用各自教学、科研与辐射能力,整合优势资源,构建合作平台。经过多方的支持和努力,联盟继续发展,成果丰硕,其开展的活动和项目,如一年两次的“传媒高等教育国际论坛”和“国际教授工作室”,已经成为了传媒高等教育界的知名品牌,跨越国界,联通中西,具有重要的国际影响。

这套由中方发起,英文出版的“中西传媒研究书系”是联盟的又一项重要学术成果。它是传媒高等教育领域第一套由中外双方学者深度合作完成的,体现当今全球传媒研究领域的国际学术前沿,并涵盖新闻传播、传媒艺术与技术、新媒体等诸多新兴交叉学科的品牌书系,是一套传媒特色鲜明的跨学科研究成果。当今中国希望在世界经



济、政治和文化领域取得更多的优势,国内外学术界针对这种现状产生了强烈的研究需求。一方面,中国的学术机构需要自觉地承担起建设和发展本国特色文化和国家软实力的重要责任;另一方面,他国也需要通过学术交流和合作更加自如地面对和应对中国的崛起。因此,本书系充分调动传媒高等教育国际联盟和国际传媒教育学院的资源,以英文编写,立足中国,汇聚国际视野,探索传媒领域融合的、新兴的前沿和课题,传播与分享独特的观点和思想。作为一个有影响力的媒介,本书系囊括多元化的声音,增进了不同文化间的深度了解。它构建了一座桥梁,肩负起教育的“旧责任”,但开启了传媒研究的“新天地”。

本书系围绕传媒研究及其与各学科的交叉前沿课题展开,系统化且升华了联盟开展的各项国际品牌项目,提供了丰富的论文、评论、译著及专著等书刊的出版:它以“国际教授工作室”作为平台和纽带,通过中西方专家和教授的深度交流与合作,推进传媒产业、学术和研究结合以及学科融合,多样化联合编辑和联络出版论文、评论、译著及专著等,囊括世界各国各地的最前沿最权威的传媒理论和实践观点及研究;它集结年度联盟国际学术委员会教授及专家智囊团,深度调研国际知名传媒高等教育机构,评估分析世界传媒高等教育和学科发展趋势;它系统收录年度联盟高等教育国际论坛会议论文和联盟内外高质量论文,并精选相关研究组刊,聚焦世界观点于中国传媒,囊括丰富的同源或比较研究及语境化课题,形成独树一帜的跨学科及跨文化的中国媒介与传播研究。“中西传媒研究书系”作为一个国际出版平台,为青年学者和研究员提供机会以贡献于传媒学术和产业的发展,也为资深专家和学者织构了一个专业的交流与合作的网络。

“中西传媒研究书系”是中国传媒大学与世界知名学府发展更广更深交流和合作的先导。感谢我们的盟校和合作伙伴的帮助和支持,本书系、联盟以及中国传媒大学会继续努力为传媒和教育做出突出贡献。感谢所有参与本书系的个人和机构,没有他们的支持,本书系不会取得如此出色的学术成就。另外,特别感谢本书系的国际编委。能够和这些杰出的同行一起工作,深感荣幸。

传媒影响世界,教育引领传媒。未来的合作将点亮新的进步之路。

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# Prologue

## 序言

Luo Qing

From 2008 to 2009, drawing upon the national fervor arising from the nation's success at the Beijing Olympic Games, the Chinese government initiated and set up the ambitious "Package Plan" which advanced the "Mega Public Diplomacy" via the nation's media and communications network.<sup>[1]</sup> Over the past five years, media industries in China have flourished, increasing their influence overseas, whilst at the same time research into issues related to both domestic and international media and communications has significantly increased in China, which has invigorated the Academy both in China and overseas. In light of the apparent global economic recession and China's increasing significance in the global economy the significance of the analysis of the media and communication in China has become vastly more important around the world. Clearly, this is driven by a political agenda; however, it has also precipitated the need to understand and appreciate China, which has been touted as a rising global super power in the ever-converging world.

Modern societies are supposedly underpinned and progress on a diet of increasing and widely accessible knowledge, which has to be discovered, diffused and applied in order to promote the common good.<sup>[2]</sup> As globalization has accelerated accessing this knowledge-base has become more dependent on bilateral and multilateral involvement, with collaborations between domestic and foreign parties characterized by interactions between industry and science and cross-disciplinary initiatives. It is believed that intercultural and cross-disciplinary cooperation can encourage related institutions to search for knowledge, skills and achievements beyond their own boundaries, in order to not only complement each other but also to advance their mutual capabilities. These are the new trends in the contemporary education and the academy; such partnerships can produce complex and extensive linkages which, though they present challenges they can produce opportunities that can test our aspirations and capacities, which strengthens the intellectual spine needed to face our common future.

It is reasonable to suggest that studying the discussion and analysis of Chinese media and communication activity is of global importance. As China has increased its global geopolitical and economic status and has "opened up" culturally, it has also faced growing criticism and complements and it is important that both should be considered. Research into these areas is not only concerned with issues related to technological and economic advances but is increasing becoming more focused upon on the political, social and cultural complexities which are central elements of China's much heralded public diplomacy policies and its associated "soft power", which implicitly exercises influence intangibly and indirectly by

creating a designed climate through media and communication systems.<sup>[3]</sup> It is suggested that for countries from different contexts and with different political systems to become more familiar with China, the establishment of international research collaborations and study programs in the field of media and communication studies could be a most positive and effective way to encourage greater international and inter-cultural understanding and goodwill. It can also be a most productive and profitable undertaking.

The MLeague International Symposium held in Uppsala which was jointly held by Uppsala University (UU) and Communication University of China (CUC) under the aegis of the MLeague had the central theme of “Global Media Worlds and China” – hence the title of this text. Over 150 established scholars, early career researchers and PhD students from more than 30 globally renowned universities participated in the symposium. Discussion and debate were stimulating and, at times heated, particularly in the discussions of the three realms of soft power and Chinese media, media and social change in China, and of the wider topic of global media studies. Through the mutual efforts of the organizers and the attendees the conference was a profound success and the integrity of our disciplines and the merits of the various areas of research were well illustrated. The outcome was enriching and many tangible resources in media and communication studies resulted and, most importantly, the exchanges between different cultures and divergent values precipitated a host of closer connections between scholars from the East and the West who work in related areas.

The text is the collective product of this symposium and importantly also launches our English language publication series that seeks to address both “cutting-edge” themes in media and communication of China and the Worlds and presenting articles from a wide range of international scholars and institutions. The theme of this particular publication is grounded on “the nation” but adopts a global perspective, and as the inaugural edition of the journal seeks establish wide links between China and other “worlds” and aims to map the field, offer future prospects and foresight and to take the lead as an effective and cooperative publication medium. Ten papers from the Uppsala symposium were selected along with four other marvelous works which were contributed by domestic (Chinese) and foreign scholars; these articles were considered to be of remarkable academic significance. Hot issues, controversial debates and original concepts are presented throughout the edition placing this text at the forefront of the investigation of both industrial practices and theoretical issues.

This publication, borne of our ambitions to take the lead in this academic domain, represents the first step in a long journey. It is intended that, *Global Media Worlds and China* is the start of a series of publications that will provide a strategic and long-term view with the aim to exert a meaningful and productive influence under a prestigious brand. As one of the bases of MLeague publications, the MLeague International Symposium has already established as biennial international conference initiated by CUC which is well-supported globally and serve to promote international cooperation and the sharing of academic and tertiary education resources in media and communication studies, which is co-organized by the Secretariat Office of MLeague and one other member university annually. In 2011, as stated, we conducted the Uppsala symposium where 50 participants from 13 countries have gathered. And in 2012 we held the groundbreaking Nairobi (Kenya) symposium, with the theme of, “Global Communication in Sino-Africa Setting: Breaking the Ice”. In 2013 the symposium was co-organized by the MLeague, CUC and Ryerson University, in Toronto, Canada and addressed the topic of, “The Media City”. Following each of these MLeague symposia the most

significant contributions will be collated in the same manner as this volume and it believed these represent an essential element in the work of the MLeague as they emerge from the collaborative efforts of the members of the league and thus support the mutual interests of the members and offer benefits that can accrue from the engagement in projects directed at the analysis and commentary on communication on China in the contemporary global context.

Hopefully, we have successfully embarked on the long journey that lies ahead, the work that follows will, I believe, propel us forward. The past has given us our calling, our enthusiasm and our confidence, but the future of the MLeague, our work, our symposia and our journal depends upon the unity of this association and active engagement of all the members of the “family”.

As is said, a family in harmony will prosper in everything.

## Notes

- [1] In order to deal with the economic crises and the depressed spirit of the Chinese people and further develop the national power, the “Package Plan” (in Chinese: *yilanzi jihua*) was launched by the Chinese government and the Communist party of China’s Central Committee in which they carried out a series of national programs, addressing a wide range of technical, economic, political, cultural and social issues. The “Mega Public Diplomacy” called *dawaixuan* in Chinese is the proper noun that describes the general propaganda activities aimed at foreign countries intended to raise China’s global status and to embellish the national image. (See Wu, Libin, “The Strategic Significance of Enhancing Researches and Studies on the International Communication of Chinese Media”, 23 November 2010. Available online at: [http://www.qstheory.cn/lg/zl/201011/t20101123\\_57276.htm](http://www.qstheory.cn/lg/zl/201011/t20101123_57276.htm). Accessed 20 January 2013.
- [2] Robin and Schubert, “Cooperation with Public Research Institutions and Success in Innovation,” 149.
- [3] Servaes, “Soft Power and Public Diplomacy,” 643.

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## Part 1

# Speculation on the Issues of China and Its Media from the Perspectives of Films and Journalism

## 新闻与电影视域中的中国和中国媒介

新闻和电影，在真实和虚构的双重层面上构筑了中国的形象。以个案分析为线索，中外学者在本章中对中国的新闻和电影的话语进行了多重分析。Hart Cohen从对两部纪录片《回归列车》和《沿江而上》的镜头语言的分析出发，揭示了全球化经济席卷下的中国变革，以及由此带来的中国纪录片的转变；Beate Josephi和Pan Junchen以有关淮河的调查性报道为对象，分析了调查类新闻报道的现状与中国媒体舆论监督方式的变化；Laura Dombernowsky的文章对中国官方和学术的新闻奖进行了对比研究，以期探讨新闻职业规范的形成和影响。